

Subject: CCA Delivers: Board of Directors, Housing Panel and more
From: "Central City Association" <toh@ccala.org>
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[Image](#)

June 15, 2017
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- CCA Board of Directors
- Housing Panel & Showcase:
Density Is Our Destiny
- Measure H Update
- CCA and City Departments
Problem Solve
- Regional Connector Construction
Update
- DWP's SummerShift Program

Friday, July 14
8:00 a.m. - 3:00 p.m.
DESIGN FOR DIGNITY 2 - HOSTED BY AIALA
McCarty Memorial Christian Church

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Wednesday, June 21
8:30 a.m. - 10:00 a.m.

HOUSING, LAND USE & DEVELOPMENT COMMITTEE

(Open to Executive and Business Advocacy
Level Members Only)

Topics: DTLA 2040, SP7, San Pedro & 7th
Streets

Special Guests: Bryan Eck, Department of City
Planning; Cecilia Ngo, Skid Row Housing Trust

Wednesday, June 28
8:30 a.m. - 10:00 a.m.

HOMELESSNESS COMMITTEE

(Open to Executive and Business Advocacy
Level Members Only)

Topics: Homeless Count, Building Benefactor
Program

Special Guests: Peter Lynn, LAHSA; Anne
Dobson, Skid Row Housing Trust

CCA Board of Directors

At today's General Membership Meeting, CCA President & CEO Jessica Lall announced that seven new members have been added to its Board of Directors. The Board currently is led by Martha Saucedo of AEG, and will be led by Tom Gilmore of Gilmore Associates next year, with Rob Jernigan of Gensler serving as Secretary. Expanding the Board will bring a greater diversity of voices by including a Downtown resident and leaders in the broader community. We thank our existing board members for their dedication and service, and we thank our new members for giving their time to help guide the future of DTLA. The new board members

include:

- **Carl Cade**, Asset Manager, Tribune Real Estate Holdings
- **Javier Cano**, General Manager, JW Marriott L.A. Live
- **Garrett Gin**, Senior Vice President of Global Marketing, Bank of America
- **Noel Hyun**, Associate, Liner LLP
- **Edgar Khalatian**, Partner, Mayer Brown
- **Hilary Norton**, Executive Director, FAST: Fixing Angelenos Stuck in Traffic
- **Lupita Sanchez Cornejo**, Director of External Affairs, AT&T

Housing Panel & Showcase: Density Is Our Destiny

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Jessica Lall, CCA; Tom Gilmore, Gilmore Associates; Kerry Cavanaugh, LA Times; Councilmember José Huizar; Paul Keller, Mack Urban; Cindy Starrett, Latham & Watkins; and Jerry Neuman, Liner LLP.

More than 140 CCA members and guests came together at Omni Hotel today to hear about the future of Downtown and our role as the "model city" for the rest of Los Angeles. **Kerry Cavanaugh of the LA Times moderated a lively panel discussion with Councilmember José Huizar; Paul Keller, Mack Urban; Cindy Starrett, Latham & Watkins; and Jerry Neuman, Liner LLP.** They each outlined their vision for a more dense, sustainable and

walkable Downtown community - and what it will take to get there.

Panelists covered a range of policies and initiatives that will move us into the next chapter of Downtown living and working. At the forefront was addressing homelessness and public safety, with a focus on effective implementation of Measure H and Proposition HHH, as well as decentralization of services and homeless housing away from Skid Row. The linkage fee was also discussed, with Councilmember Huizar saying that the City needs to shift its thinking on the plan, and to identify an expenditure plan before seeking new funding. Other topics included: park fees, office vacancies, the different types of businesses coming to DTLA, and the urgent need to connect Downtown neighborhoods and to bring life to our streets- especially in the evenings.

The meeting showcased a variety of businesses and organizations that are helping Downtown to achieve its potential, including **Homes for Hope**, which builds low-cost temporary housing communities for homeless individuals and disaster victims; **Abundant Housing LA**, a grassroots pro-housing voice in the region; **CityLift** Automated Parking Systems; and **KTGY Architects**, which invited attendees to experience their new "Macro-Unit" co-living concept via a virtual reality headset.

Thanks again to **Omni Hotel** and our moderator, panelists, showcase presenters and sponsors, and CCA members and guests who made this event a success. We look forward to further conversation around housing and land use issues, and continuing to advocate for policies

that build an even more vibrant and dynamic Downtown. Stay tuned for details on our next General Membership Meeting, "[Downtown Mobility in the Digital Age](#)," which will take place on July 20.

Measure H Update

This week the Los Angeles County Board of Supervisors approved the first-year spending plan for Measure H (click [here](#) for summary). As you know, Measure H was approved by voters in March 2017 and will increase the sales tax by 0.25% for ten years. It will generate approximately \$355 million per year, which will primarily be used for homeless services.

Where will year one spending be allocated?

The largest allocations are for expanding the **rapid rehousing program** and **enhancing the emergency shelter system** at approximately \$55 million each.

- **Rapid rehousing** is a form of subsidized housing, which connects homeless families and individuals to permanent housing. This is done through an assistance package that usually includes time-limited financial assistance and targeted supportive services. The County expects to assist approximately 5,584 households with this program. Rapid rehousing is an important tool to help those who have recently become homeless or are on the brink of becoming homeless.
- **Enhancing the emergency shelter system** will vastly improve the ability to

provide an interim solution to those experiencing homelessness until a permanent housing is found. The Los Angeles Homeless Services Authority expects to continue funding 1,669 shelter beds and to add 825 beds to the shelter system. The Department of Health Services and the Department of Mental Health expect to add 250 stabilization and recuperative care beds to the interim housing system. These beds are critical for those exiting hospitals and for individuals with mental health and substance abuse issues.

The Board also appointed members to the **Citizens Oversight Advisory Board.**

Appointees include: Mercedes Marquez, Supervisor Solis; Renata Simril, Supervisor Ridley-Thomas; Christine Margiotta, Supervisor Kuehl; Andrew Kerr, Supervisor Hahn; and Jill Shook, Supervisor Barger. Members of the Advisory Board will serve a term of four years; no members can serve more than two consecutive terms.

CCA will continue to engage in the roll out of Measure H and advance comprehensive solutions to end homelessness.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

**CCA and City
Departments Problem
Solve**

On Tuesday, CCA held its Kitchen Cabinet meeting with City department heads from the **Board of Public Works, Bureau of Engineering, LA Fire Department, Department of Building and Safety, Department of Water and Power** and others.

CCA members were able to engage in an open and positive discussion with the City about how to improve lines of communication, permitting and development outcomes, and other essential factors in making DTLA a better place to live, work and do business.

Members and department heads mutually agreed that permitting outcomes have seen improvement in some areas, but there is plenty of room for greater efficiency. City leaders made clear to CCA members that communication is a key priority, and that department heads welcome direct calls or emails when members run into roadblocks in the City process. Updates to tree planting requirements were noted as a good example of positive change resulting from the City and the private sector working together to find solutions.

CCA members raised a number of specific topics as problem spots with the City, including B permit processing time, policies relating to the use of alleys and creation of green alleys, lawsuits against new development based on a lack of LAFD service in emerging areas such as the Arts District, coordination between City departments, improving the process for allowing new and innovative building materials such as cross-laminated timber, and allowing phased occupancy similar to what is seen in other cities.

We thank the City's department heads for being

a part of this dialogue and for their commitment to continuous improvement, and CCA will be working with members to follow up on the many issues raised during the Kitchen Cabinet meeting. For the next meeting, CCA will be looking to bring the DOT Department of Transportation and City Planning into the discussion as well. We invite member input on topics for discussion and City departments that they would like to see represented in our upcoming meetings.

Regional Connector Construction Update

The full closure of 6th Street has been implemented between Figueroa and Hope Streets and the southbound I-110 off-ramp in order to perform necessary excavation, relocation and protection of utilities. It is expected to be closed 24/7 until November 2017. Please plan your commutes accordingly and reference [Metro's Detour Map](#) for options.

Artists have been selected for nearly all of the new Metro stations and have been commissioned to create murals related to Los Angeles. A call for artists is forthcoming for the Grand Av Arts/Bunker Hill station.

Please share your feedback about the closures or any of the construction related to the Regional Connector with CCA Associate Director of Public Policy and Membership, [Joanne Danganan](#).

DWP's SummerShift Program

From June through September, the Department of Water & Power is offering a \$10/kW bill credit to larger commercial and industrial customers who reduce energy use from 3:00 to 5:00 p.m. A DWP representative will be at our next Transportation, Infrastructure, and Environment Committee meeting on July 13th to present the program to members, or you can learn more about it [here](#).

CCA Members in the news

For Brookfield, the 1.8-million-square-foot California Market Center presents "an opportunity to take a historic building complex for L.A. fashion and apparel and trade events and make it a forward-thinking office and mart for creative users," said Bert Dezzutti, Brookfield. Los Angeles Times, [New York Landlord Brookfield takes over giant L.A. fashion mart](#), June 8, 2017

"The indoor mall is an anachronism, and its time has come and gone," said Rick Caruso, developer of the outdoor Grove and Americana on Brand. Los Angeles Times, [Dying malls can be chance to make L.A. better](#), June 14, 2017

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Take a [behind-the-scenes look](#) at the production

of our 23rd Annual Treasures Event at the
Westin Bonaventure.

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